

NAME: F.L. Maney

DATE: 4/16/93

TITLE: Division Manager

DEPARTMENT: Brooklyn, NY 1426

## OBJECTIVES

## ACHIEVEMENTS

### 1. Increase Division Profitability.

- Monitor Office Budget *Budgets reviewed and monitored monthly*
- Ensure Effective Use of Manpower/Personnel Budgets *Controlled part-time, redeployed manpower to cover vacancies and programs*
- Align Division for Coverage, Frequency, Support and Penetration. *Reassigned division 3 times to address changing personnel, programs, & marketplace*
- Implement DAP *All wholesalers using and established in Sub-jobs*
- Provide Proper direction to Subordinates to ensure understanding of profit driven Co. *Effectively communicated profitability outlook and emphasized at Work Plan meetings*
- Review Region Contribution Statement with Sales Team to note progress. *Handled with every statement at Division Meetings*

### 2. Develop Creative Solutions to Business Opportunities.

- Structure Local Awards to reward creativity in solving opportunities. *Very effective use in Q93 and 3Q93*
- Utilize new displays such as Dimension 4, Gravity Fed Plastic, etc. *Placed gravity fed in low volume, dimension 4 in savings centers and floor displays*
- Evaluate current fixturing for alternate use. *Utilized overhead & flex used to new locations*
- Increase no pay platforms. *They abound in Brooklyn Division*

### 3. Train and Develop Brooklyn Sales Team

- Ensure complete and competent recruiting, interviewing, training and selection. *3 New additions (full time) are excellent. Ongoing training*
- Increase street time to coach improved productivity for ELMs and myself. *Priority to 60% street time. Spent minimum time for DM with Due Acts - T & D wks, T/A's*

### 4. Achieve Merchandising/Contract Presence in Stores Enabling us to do Business in a Cost Efficient Manner.

- Provide sales force with fixture costs *Yes*
- Educate Sales Force on profitability computations. *Yes*
- Incorporate 85¢ cost per carton as promoted volume guideline into evaluations. *A lot of plans not followed guidelines*
- Evaluate all paid display effectiveness. *Cut Pay Register optimistically*
- Ensure contract monies budgeted are used to impact full price merchandising as first priority. *Emphasis on FPD on new contracts*
- Follow Company direction on co-existence, fixture guidelines and cost efficiencies. *Followed*

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5. Utilize Distribution network to increase Volume.

- Expand VAP List to maximize participation.

- Identify DAP Calls, Fund Promotions, Supply to direct Accounts and monitor.

- Properly use Winners, i.e., New Brands

- Increase penetration of lower volume utilizing DAP. calls

- Set up "Test" to maximize Sales and Promotional penetration using Direct Account Manpower to reduce non-selling

time.

*Expanded but still continued*

*Completed and accurate follow through*

*yes*

*yes*

*Excellent Test & Results  
NO stock*

6. Build Assignment Operating Plans by utilizing Account Specific Marketing to determine retail promotions, merchandising and manpower needs. Use Operating Plan to allocate resources among price tiers and assignments based on needs.

*ASM not fully utilized as Work Plan & Budgets presented are*

*Accomplished with Savings Rep and S/R-T assistance*

*Vertical assignment on chains*

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  - Implement DAP
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  - Increase penetration of lower volume calls utilizing DAP.
  - Set up "Test" to maximize Sales and Promotional penetration using Direct Account Manpower to reduce non-selling time.
6. Build Assignment Operating Plans by utilizing Account Specific Marketing to determine retail promotions, merchandising and manpower needs. Use Operating Plan to allocate resources among price tiers and assignments based on needs.

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